Ontario Tourism Marketing Partnership
MARKETING UPDATE
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OFFICE OF THE PRESIDENT & CEO

The OTMPC's spring marketing campaign is underway and we've received 3,992 consumer registrations in response to the spring contest on the MicroSite. The direct-mail spring postcard has been generating most of the registrations. Staff are implementing the summer campaign which begins on May 5 with Domination Union Station, a consumer promotion targeting Toronto area commuters. More than 30 partners including DMOs and operators will offer consumers a taste of summer travel experiences across Ontario over a nine-day period. The promotion ends May 31st.

OTMPC has joined with the Toronto Tourism Coalition to plan a coordinated recovery program for the city and the province. This situation became even more critical when the World Health Organization (WHO) issued a travel alert. Unlike 9/11 which came at the end of the busy summer season, the current situation negatively impacts tourism at the beginning of the busy spring/summer season.

We are confident that by working with our partners we will be able to put in place an aggressive marketing campaign that will respond to the challenges that our industry is facing.

On April 24, 2003 the provincial government announced an additional $10 million to assist marketing efforts that will be matched by the federal government. An additional $5 million is also being allocated from the City of Toronto for a total of $25 million.

We are working closely with the tourism industry to rapidly and effectively respond. Updates will be posted on our partner web site: www.tourismpartners.com

ONTARIO
CANADA
Tourism Partners

The Ontario Tourism Marketing Partnership Corporation is an agency of the Government of Ontario.

CONTACT

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NORTHERN TOURISM MARKETING UPDATE

Ted Day has been appointed Acting Director of Northern Marketing for the OTMPC. Ted served as the General Manager of the Interim Northern Marketing Office in 2002. Previous to this he was the General Manager of the Almaguin-Nipissing Travel Association in North Bay. The new OTMPC office will be located in Sault Ste. Marie and is expected to open in May. Ted can be reached at 705-474-6634 until the new office opens.

CONTACT

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Northern Marketing
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PARTNER SALES OPPORTUNITIES FOR FALL 2003

Deadlines are approaching for Fall advertising opportunities. The *Fall Experience Guide* is full-colour and will focus on fall sightseeing, resort getaways and other fall touring experiences. Approximately 100,000 copies will be distributed. The Fall Newspaper Insert will be 28 pages in length and will highlight autumn activities and experiences. Approximately 1.4 million copies of the insert will be distributed in 14 key Ontario markets, Montreal and four U.S. border states. Both the Fall Insert and the *Fall Experience Guide* will be distributed through 1-800-Ontario and at the Ontario Travel Information Centres. Advertising opportunities also available in the *Venez Chez Nous* and the *Fall Events Guide*.

Booking deadlines: May 9, *Fall Experience Guide* and May 16, Fall Newspaper Insert. For more information, please visit www.tourismpartners.com or call Brynda Browning.

CONTACT

Sales opportunities contact:
Brynda Browning
Direct Sales
Tel: 1-888-365-4422
416-314-6314
Email:
otmp.sales@mczcr.gov.on.ca

EVENT MARKETING - FREE EVENT LISTINGS WITH OTMPC

Time to start thinking fall. Please make sure that your **fall events** and those in your community are registered with www.tourismpartners.com. Seasonal event listings are completely **FREE**, and appear on both our consumer web site and in our quarterly event guides. Just a reminder that to access the web listing and event guides, you must register your organization with our industry web site at www.tourismpartners.com. Once you have registered and received confirmation, you will be able to submit Web and guide listings. This information will then appear on our consumer site at www.ontariotravel.net.

If you wish to have your fall events published in the OTMPC [illegible] guide, you must submit your information by [illegible]. The guide will include events between the dates of September 1 and November 30. In summary:

Deadline for Submission	Includes Events During	Event Season
June 30, 2003	September - November	FALL
September 30th 2003	December - February	WINTER

As reminder to DMOs, should you have event listings within these seasons already on the web site, please update as soon as possible.

CONTACT

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CTC ROAD SHOW

The Canadian Tourism Commission's (CTC) Road Show will be in the following locations, May 14 to 16, 2003:

- **May 14th: Ottawa, ON**
  Holiday Inn, Plaza de la Chaudière - Hull, QC @ 8:30am to 12:30pm
- **May 15th: Toronto, ON**
  Delta Chelsea Hotel - Toronto, ON @ 8:30am to 12:30pm
- **May 16th: Niagara Falls, ON**
  The Renaissance Fallsview Hotel - Niagara Falls, ON @ 8:30am to 12:30pm

For more information on CTC marketing activities, please visit the CTC web at www.canadatourism.com and www.travelcanada.ca.

CONTACT

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PARTNER NEWS

Sault Ste. Marie has been chosen as the site for the 2003 Eco-Challenge North American Championships from July 18 to 27, 2003. The event will be televised on several major U.S. cable stations. For more information visit www.ecochallengeNAC.com

On April 16, 2003, Premier Ernie Eves, joined by Niagara MPPs Bart Maves and Tim Hudak, and Tourism and Recreation Minister Brian Coburn announced that the Interim Casino Niagara will stay open after the new Casino Niagara is built.

CONTACT

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FEEDBACK

Please direct feedback about *Marketing Update* to Tom Boyd, Corporate Communications. Tel: 416-212-0757, email: tom.boyd@mczcr.gov.on.ca. To update your company email or fax information contact Brynda Browning, Direct Sales at 416-314-6314 fax: 416-314-6976 or email: brynda.browning@mczcr.gov.on.ca. If you are requesting changes to our distribution list, please provide both the old and new information.